

NOTICE OF JOINT WORKSHOP GOVERNING BODY OF MARBLE FALLS, TEXAS Tuesday, August 1, 2017 – 7:00 pm

A quorum of the Marble Falls Economic Development Corporation and the Planning & Zoning Commission may be present

Notice is hereby given that on the 1st day of August, 2017 the Marble Falls City Council will meet in joint workshop session with the Hotel Motel Tax Advisory Committee at 7:00 pm in the City Hall Council Chambers located at 800 3rd Street, Marble Falls, Texas, at which time the following subjects will be discussed:

1. CALL TO ORDER

2. WORKSHOP

Review of City of Marble Falls and Convention and Visitor Bureau and the associated marketing plan. Mike Hodge, City Manager

3. ADJOURNMENT

"The City Council reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any matters <u>listed on the agenda</u>, as authorized by the Texas Government Code including, but not limited to, Sections: 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), 551.087 (Economic Development), 418.183 (Deliberations about Homeland Security Issues) and as authorized by the Texas Tax Code including, but not limited to, Section 321.3022 (Sales Tax Information)."

In compliance with the Americans with Disabilities Act, the City of Marble Falls will provide for reasonable accommodations for persons attending City Council Meetings. To better serve you, requests should be received 24 hours prior to the meetings. Please contact Ms. Christina McDonald, City Secretary, at (830) 693-3615.

Certificate of Posting

I, Christina McDonald, City Secretary for the City of Marble Falls, Texas, do certify that this Notice of Meeting was posted at City Hall, in a place readily accessible to the general public at all times, on the <u>27th</u> day of <u>July, 2017</u> at <u>1:45 pm</u> and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

/s/ Christina McDonald
Christina McDonald, TRMC

City Secretary



Workshop Cover Memo August 1, 2017

Presenter: Mike Ho	age
Department: Admir	nistration
Legal Review:	Not Applicable

AGENDA CAPTION

Review of City of Marble Falls and Convention and Visitor Bureau and associated marketing plan.

BACKGROUND INFORMATION

The City of Marble Falls currently contracts with Door Number 3 to provide marketing services to include strategic branding, messaging, creative and media services, tactics and general marketing consultation with the goal of increasing tourism. The City's Convention and Visitor Bureau (CVB) oversees the implementation of the contract and works in concert with Door Number 3 to increase overnight stays, promote events and market The City of Marble Falls as a tourist destination. The CVB is headed by Erin Burkes, Director of Marketing and Tourism, and also includes a social media coordinator.

These services are funded by the Hotel Motel Occupancy Tax Fund. Thirty percent (30%) of budgeted receipts are allocated for the operation of the CVB function of the City and thirty percent (30%) of budgeted receipts are allocated for marketing and advertising. The proposed FY 2017-18 budget is attached for your review.

The City acquired the services of Door Number 3 in January of 2010. The current marketing strategy is the result of a process that began with an in depth market analysis and survey. A target audience was defined and the creative campaign to follow provided a brand for Marble Falls that was then implemented in a media campaign both in print and on line. In 2013, the marketing strategy concentrated on a shift from print to online advertising with positive result. In 2015, the creative material branding Marble Falls was updated and the CVB and Door Number 3 implemented the advanced targeting strategy that is currently in place. The In-Bound marketing strategy, Search Engine Marketing (SEM) campaign and increased social and media effort has been fully implemented since January of 2016.

In May of 2017, a subcommittee derived of HOT Committee members was formed to analyze the City's current marketing efforts and associated expenditures. The notes from their assessment are attached for reference.

Erin Burkes, Director of Marketing and Tourism, will present an overview of the CVB operations, marketing program, and supporting analytical data utilized to design the program.

Zach Cochran, Vice President and Media Director of Door Number 3, will provide an update to include information detailing the basis and strategy behind Door Number 3's marketing plan as well as future goals and supporting analytical data.

Enclosed for your review please find the following:

- Email regarding request by Amber Weems to be included in the City of Marble Falls marketing plan discussion.
- Marketing Agreement between the City of Marble Falls and Door Number 3
- Marble Falls Strategic Messaging presentation by Door Number 3, April 12, 2010
- Marble Falls Media Plan Presentation by Door Number 3, May 7, 2010
- Door Number 3 Creative Presentation
- 2015 Marketing Plan High-Level Ideas, September 17, 2014
- HOT Subcommittee notes regarding City of Marble Falls Marketing Strategy, May 2017
- Proposed FY 2017-18 CVB Budget

Lisa Ward

From: Lisa Ward

Sent: Monday, June 26, 2017 4:55 PM

To: 'Amber Weems'

Cc: Mike Hodge; Dave Rhodes; Christian Fletcher; Patti Zinsmeyer; Darlene Oostermeyer;

Subject: Margie Cardenas FW: Marketing 091714 DN3.pdf

Good Afternoon Amber,

In response to your email below, attached please find the presentation by Door No. 3 that included the first set of analytics that we have record of. We do not have the original, but found a file copy with some notes on it that I wasn't able to clean up.

Also, please note that we have rescheduled the Marketing Workshop to August 1 and by cc to the HOT Committee, we are advising them of the same along with your request below.

Thank you and please let me know if you need any additional information.



Lisa Ward

Executive Assistant

City of Marble Falls - 800 Third Street - Marble Falls, TX 78654

Office: 830-798-7050

Visit us on the web at www.marblefallstx.gov



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From: Amber Weems [mailto:amber@thepicayune.com]

Sent: Tuesday, June 20, 2017 11:36 AM

To: Mike Hodge <mhodge@marblefallstx.gov>

Subject: Re: FW: Marketing

Mike,

This is the information I referred to regarding a budget with line items and powerpoint slides. Yes, we did receive the above mentioned information that Patti graciously provided. My reference to this material in our conversation was that the budget line items showed price, but did not include details. The marketing plan was 3+ years old and if I recall did not include detailed analytics DN3 would be tracking.

Following this request DN3 made additional presentations to the H.O.T. Committee and the City Council. If possible, I would like to get this information/presentation slides. My understanding was is that this was the first information presented with tracking analytics.

My concern is that you made the decision to renew last year's marketing plan without consideration of our contribution. Your request of me was to agree to move the funding from the local budget to the general budget. I agreed that our plan was marketing and did not need to be completing with the local events. I have made multiple requests to be included in the discussions of the Marketing Plan; and recall you agreeing to allow me a seat at the table.

Being asked not to present at the local HOT funding meeting and then told that the marketing plan was presented and approved without consideration of our contribution is shocking. I again ask that our contribution be considered for the 2017/2018 budget. We would appreciate an opportunity to negotiate plan components and pricing to meet the expectations of the City Marketing plan. I expect the City will have a better understanding of the Overall Marketing Plan and be able to have a discussion as to expectations and price for our plan to be considered. As always, our plan would be in addition to what DN3 and the Chamber are providing.

Thank you for the information regarding the Marketing Meeting tentatively scheduled for July 18th. Please accept my RSVP. I respectfully ask to be notified if the meeting changes due to schedule conflicts.
Regards, Amber
On Mon, Jun 19, 2017 at 4:32 PM, Mike Hodge < <u>mhodge@marblefallstx.gov</u> > wrote:
Amber,
You mentioned at lunch last week that you hadn't received any information on the current contract with DN3. See below. It appears that it may have been sent to Donna when she was involved in the process.
Let me know if you would still like to get a copy of the information.
By the way, we are working on setting up a workshop the City Council to review the Marketing Plan with Door Numbe 3 and the Chamber/CVB. It is tentatively scheduled for July 18 th .

Mike

Mike Hodge

City Manager

City of Marble Falls - 800 Third Street - Marble Falls, TX 78654

Office: 830-798-7051 Cell: 830-220-1644

Visit us on the web at www.marblefallstx.gov





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A "Reply to All" could lead to violations of the Texas Open Meetings Act. Please reply only to the sender. This email contains the thoughts and opinions of the individual sender and does not necessarily represent the official policy of the City of Marble Falls and/or City Council.

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From: Patti Zinsmeyer [mailto:patti@marblefalls.org]

Sent: Thursday, June 15, 2017 3:45 PM

To: Mike Hodge < mhodge@marblefallstx.gov>

Subject: FW: Marketing

Mike,

See below.
Donna phoned me following the below email. Not long after that conversation, she came by in person & received a copy of our DN3 Marketing Strategy for '16 $-$ '17.
The Marketing Strategy is the actual annual plan for the digital and any creative. It is developed after the Scope of Wor Agreement (contract) is signed.
When DN3 presents at City Council, he refers to the Marketing Plan.
Thank you,
Patti
From: Donna Klaeger < dklaeger@gmail.com > Date: Friday, June 17, 2016 at 8:01 AM To: "mcardenas@marblefallstx.gov" < mcardenas@marblefallstx.gov > Cc: "mhodge@ci.marble-falls.tx.us" < mhodge@ci.marble-falls.tx.us >, Margie Cardenas <mcardenas@ci.marble-falls.tx.us>, Christian Fletcher < cfletcher@marblefallstx.gov > Subject: RE: Marketing</mcardenas@ci.marble-falls.tx.us>
thank you!
Patti, we will be happy to by to visit with you about this!
Donna
On Jun 17, 2016 7:48 AM, "Margie Cardenas" < <u>mcardenas@marblefallstx.gov</u> > wrote:
Hi Donna,
The HOT Committee does not review the details on the marketing plan provided by Door Number 3. The plans are reviewed by Chamber, City and EDC staff, then a recommendation is brought to the HOT Committee for funding. The

City aslo does not have the detailed plan on the services provided from Door Number 3, however Patti Zinnsmeyer has that information. I am copying her on this email and request that she provide that to you.

Let me know if you need any additional information.

Thanks,

PLEASE NOTE NEW EMAIL ADDRESS:

mcardenas @marblefallstx.gov



Margie Cardenas

Director of Finance

City of Marble Falls - 800 Third Street - Marble Falls, TX 78654

Office: 830-798-7056 Cell: 512-755-1709

Visit us on the web at www.marblefallstx.gov



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From: Donna Klaeger [mailto:dklaeger@gmail.com]

Sent: Thursday, June 16, 2016 1:31 PM

To: Marble City-Cardenas < mcardenas@ci.marble-falls.tx.us >; Mike Hodge < mhodge@ci.marble-falls.tx.us >

Subject: Marketing

Mike and Margie,

Amber and I are working on the 101Highlandlakes.com HOT committee proposal.

This year we are interested in providing additional marketing services, right here at home.

We have a copy of the original Door #3 contract, however, it does not include a detailed review of services nor products provided.

We would like to receive information that details marketing services provided by Door #3 paid from the HOT fund.

Thank you on advance for your response. please do not hesitate to contact me at <u>830-798-4185</u> with any questions.

Best regards,

Donna Klaeger

MARKETING AGREEMENT BETWEEN CITY OF MARBLE FALLS AND DOOR NUMBER 3

THIS PROFESSIONAL SERVICES AGREEMENT (this "Agreement") is made and entered into as of the Adams, day of Adams, 2010 by and between City of Marble Falls, Texas ("Marble Falls") and Door number 3, Inc., a Delaware corporation ("Marketer").

In consideration of the mutual premises, covenants and agreements herein contained, the parties agree as follows:

Section 1. Engagement. Marble Falls hereby engages Marketer and Marketer hereby accepts such engagement, to provide strategic branding, messaging, creative and media services and tactics, general marketing consultation and assistance to Marble Falls. The goal of these services is to increase tourism to the city and to provide deliverable products in accordance with the description of work described in Exhibit "A", attached hereto, (the "Services"). Marketer shall perform the Services for the benefit of Marble Falls upon the terms and conditions contained in this Agreement.

Section 2. Term and Termination.

- (a) <u>Term</u>. The term of Marketer's engagement by Marble Falls hereunder (the "Term") shall commence on the date of this Agreement and will continue in effect until all Services are performed or until terminated as provided for herein. The Agreement term may be extended by mutual agreement of the Parties.
- (b) <u>Termination</u>. This Agreement may be terminated prior to the end of the Term upon 30 days notice by either party for any or no reason. Such termination shall be effective 30 days following delivery, by the terminating party to the other party, of written notice of such termination. City shall pay the Marketer for services rendered and obligations incurred to date of notice of termination and Marketer shall submit to the City all work and documents prepared to the date of termination. Payment to the Marketer the portion of the lump sum due the Marketer shall be proportional to actual services performed to the date of termination.

Section 3. Services.

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- (a) <u>Scope of Services</u>. The Services shall include those items listed on Exhibit "A" which is incorporated herein by reference for all purposes.
- (b) <u>Performance</u>. The Services, and other duties of Marketer hereunder shall be performed promptly upon request by City, and each phase or task to be performed by Marketer shall commence upon the receipt by Marketer of a written Notice to Proceed. The Marketer shall not undertake any work or portion of a task or phase prior to issuance by the City of a written Notice to Proceed for that task or phase of work. Exhibit "A" covers the various phases of services to be performed by Marketer and the cost to perform each task to completion. This Agreement shall also cover any additional phases of service ("Additional Services") that will be performed by the Marketer if the City chooses to acquire such Additional Services from Marketer.
- (c) <u>Additional Services</u>. If Marketer determines that services outside the scope of Exhibit "A" are required or recommended, or that Marketer is being asked by City to perform services not covered by Exhibit "A," Marketer shall notify City that such services are Additional Services, and the cost associated with their performance and receive written approval to perform such Additional Services prior to undertaking them. Additional Services shall be performed at the professional rates listed in Exhibit "B" or may be performed at a not to exceed lump sum amount as mutually agreed by the Parties.

Section 4. Compensation.

(a) Fees. In exchange for "Marketers" ongoing performance of the Services associated with Exhibit "A" and the other duties and obligations under this Agreement, City shall pay to "Marketer" an advance payment of 50 % of the cost of the fee identified on Exhibit "A" for each task, or tasks, identified in the Notice to Proceed. Marketer will proceed once in receipt of 50% advance of fees, plus the Notice to Proceed. Thereafter, the City will pay the remaining fees due for the tasks being performed upon completion of the tasks on a monthly billing basis. Monthly invoices to the City may also include expenses incurred by Marketer as identified in Exhibit "A". City shall not be obligated to reimburse "Marketer" for any expenses incurred by Marketer in connection with performance of this Agreement unless same are identified in Exhibit "A", or unless the City agrees to such expenses in advance. City shall not be obligated to pay compensation to Marketer for Additional Services unless such services are agreed to in writing in advance of Marketer performing such services.

- (b) <u>Media Buying.</u> In addition to the Fees payable to Marketer for the services performed by Marketer, Marketer shall also be entitled to media commissions as described Exhibit "A". Invoices for media commissions that are not already part of media buys shall be included in the City's monthly invoice.
- (c) <u>Taxes</u>. Marketer, and not City, shall be solely responsible for paying all required federal, state and local taxes related to any amounts received by Marketer pursuant to this Agreement. City shall not withhold OASDI, Medicare or any federal, state or local income or other tax, make unemployment insurance contributions or obtain workers' compensation insurance on behalf of Marketer.
- (d) Payments on account of Marketer's services shall be made to Marketer at its office in Austin, Texas, 30 days after invoice is received and approved for payment. Invoices for payment of Services shall not be submitted to City more frequently than once per month. Billing shall include documentation of cost of Services rendered during the previous month. Interest shall accrue on undisputed amounts which have not been paid and are past due, in accordance with the provisions of Section 2251.021 of the Texas Government Code, unless delay in payment is due to the fault of Marketer.

Section 5. Default by Marketer

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In the event Marketer, through no fault of City, fails to perform one or more of its obligations hereunder or defaults under the terms of this Agreement, City shall provide Marketer with notice of the default, and a ten (10) day opportunity to cure the same. In the event a cure is not effected during such cure period, City, in addition to any other rights and remedies provided by this Agreement, shall have the right to pursue one or more of the following: (a) terminate this Agreement, (b) withhold payments due to marketer until the default is cured to City's satisfaction, or (c) pursue any rights and remedies available at law or equity. All rights and remedies provided by this Agreement, or available at law or equity shall be cumulative and not exclusive, and may be exercised concurrently or successively.

Section 6. Independent Contractor. Marketer shall at all times be an independent contractor and nothing in this Agreement shall at any time be construed so as to create the relationship of employer and employee, principal and agent, partnership or joint venture as between Marketer and City. Marketer shall have the entire charge, control and supervision of its performance of the Services. Marketer will not have any authority to incur any obligation or bind or commit City to any agreement, contract, or commitment or to waive, modify, or amend any rights of City under any agreement, contract, or commitment, except as expressly authorized in writing by City. City shall not in any manner be answerable or accountable for: (i) any violation by Marketer of any federal, state or local laws, regulations, ordinances, rules or orders; or (ii) for any injury, loss or damage arising from or out of any act or omission of Marketer.

Section 7. Ownership and Use of Documents

6.

The Marketer agrees that items such as plans, drawings, photos, designs, studies, specifications, data, computer programs, schedules, technical reports, or other work products which is/are specified to be delivered under this Agreement, and which is/are to be paid for by the City, and which are created by the Marketer is/are subject to the rights of the City in effect on the date of execution of this Agreement. These rights include the right to use, duplicate and disclose such items, in whole or in part, in any manner and for whatever purpose; and, to have others do so. If an item produced by the Marketer is copyrightable, the Marketer may copyright it, subject to the rights of the City. The City reserves a royalty-free, non-exclusive and irrevocable license to reproduce, publish, modify and use such items and to authorize others to do so. Provided however, the above provision applies only to materials and work product created solely by the Marketer that does not include materials, photos, illustrations, art, drawings, data or other work product created by a third party and used by Marketer on behalf of the City. If original or stock photography or illustrations are purchased on behalf of City for use in advertising, City's use of such photography or illustrations will be subject to the usage terms of the 3rd party. City understands and acknowledges that the terms of usage required by third parties may limit the City's right to use such materials. Marketer shall advise and obtain approval from the City in advance of purchasing or developing advertising when the advertising will contain work product created by a third party. The Marketer shall include in any sub-consultant contracts appropriate provisions to achieve the purpose of this provision. If the City reuses such items such reuse will be at the risk of the City, without liability to the Marketer.

<u>Section 8. Governing Law.</u> This Agreement and the respective rights and obligations of the parties hereto shall be governed by and construed in accordance with the laws of the State of Texas, without regard to its conflicts of laws provisions. Venue and performance of this Agreement shall be in Burnet County Texas.

<u>Section 9. Successors and Assigns.</u> This Agreement and the terms, covenants, provisions and conditions hereof shall be binding upon, and shall inure to the benefit of, the respective heirs, successors and assigns of the parties hereto; provided, however, that Marketer may not subcontract or assign this Agreement without the prior approval of City.

<u>Section 10.Severability</u>. If any provision of this Agreement is held to be invalid or unenforceable for any reason, such provision shall be conformed to prevailing law rather than voided, if possible, in order to achieve the intent of the parties and, in any event, the remaining provisions of this Agreement shall remain in full force and effect and shall be binding upon the parties hereto.

Section 11. Limitation of Damages. UNDER NO CIRCUMSTANCES WILL CITY BE LIABLE TO MARKETER FOR ANY SPECIAL, INDIRECT, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES.

<u>Section 12</u>. <u>Compliance with Law</u>. Marketer agrees that it shall at all times fully comply with all laws, statutes, ordinances, rules, regulations and orders applicable to the Services or this Agreement.

<u>Section 13. Insurance.</u> Marketer agrees to carry and maintain insurance in the following types and amounts for the duration of this Agreement.

- (a) Workers' Compensation and Employers' Liability coverage for employees of "Contractor", if any, with limits consistent with statutory benefits outlined in the Texas Workers' Compensation Act (Art. 8308-1.01 et seq. Tex. Rev. Civ. Stat.) and minimum policy limits for Employers Liability of \$100,000 bodily injury per accident, \$500,000 bodily injury disease policy limit and \$100,000 per disease per employee.
- (b) Commercial General Liability with a minimum combined bodily injury and property damages per occurrence with a limit of \$500,000 for coverages A & B. The policy shall contain the following provisions:
 - 1. Blanket contractual liability coverage for liability assumed under the Agreement and for all subcontracts.
 - 2. City listed as an additional insured, endorsement CG 2010.
 - 3. Thirty (30) day Notice of Cancellation in favor of the City, endorsement CG 0205.
 - 4. Waiver of Transfer of Rights of Recovery Against Others in favor of the City, endorsement CG 2404.

Section 14 Indemnity.

Fig. (4)

Marketer hereby expressly agrees to indemnify and hold harmless the City and the City's officers, agents, representatives and employees, from and against all expenses, claims, demands, costs, causes of action, and liability of every kind and nature, including reasonable attorney's fees for the defense of all claims and demands (collectively "Costs"), arising directly from, or in any way connected with, the negligent performance of Services in connection with this Agreement by "Contractor", its officers, agents, employees and parties with whom it contracts, including subcontractors, and from all Costs in connection with injury or property damages arising from the performance of Services under this Agreement by Marketer, its employees, agents, representatives and parties with whom it contracts, including subcontractors.

This Agreement embodies the entire agreement and Section 15. Entire Agreement. understanding of the parties hereto with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements and understandings, oral or written, relating to said subject matter. This Agreement may not be amended or modified in any manner except by a written agreement signed by each of the parties hereto.

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Agreement as of the day and year first above written.

CITY:

CITY OF MARBLE FALLS

Attest:

Christina Laine, City Secretary

W. Russell, Mayor

MARKETER:

DOOR NUMBER 3, INC., a Delaware Corporation

By: Suzanne Kyba

Title: Phycipal, Dir A Account Services

EXHIBIT "A" SCOPE OF SERVICES

SERVICES

Door Number 3 will serve as advertising and marketing consultant marketer for the City of Marble Falls, Texas and provide strategic branding, messaging, creative and media services and tactics, general marketing consultation and assistance to the City. The goal of these services is to increase tourism to the City and overnight stays.

Given an overall marketing budget of \$200,000 for the 2010 calendar year, Door Number 3 recommends breaking out this budget in the following manner to achieve marketing goals.

Project	Percentage of Budget
Research, Discovery & Strategic Messaging Development	7.5%
Media Plan Development	1.5%
Creative Campaign Development & Creative Execution	11%
Media Buying	65%
Promotions/Offer Development	1%
Production Fees/Photography/Miscellaneous	9%

The City agrees to pay the Marketer for the following services as outlined below:

I. Research, Discovery and Strategic Messaging Development

The Marketer will develop a strategic messaging platform for the City. In order to develop this, the Marketer will conduct a workshop and/or interviews with key stakeholders affecting Marble Falls tourism, including Visitors' Bureau staff, board members, city staff, TTIA staff, tour operators, tourists and members of the Marble Falls VB and staff from community and business members in surrounding areas. The Marketer will review all research previously gathered by the City and conduct online research, do competitor research and assess travel trends. The Marketer will conduct a SWOT analysis and an assessment of wants and needs of targeted tourists. From this discovery and research process, Marketer will distill a unique and compelling messaging platform

to drive tourism and dollars to Marble Falls and present to City. Delivery of messaging will be 4 to 6 weeks from project start.

Cost: \$15,000

. . .

II. Media Plan Development

The Marketer will develop a detailed media plan for the calendar 2010 calendar year to achieve the tourism goals set forth by the City. The Marketer's media department will research a broad variety of media for advertising and make recommendations on best vehicles to use, frequency and budgets, planning with a media budget of approximately 61% of the overall advertising budget (\$200,000), \$125,000. The deliverable is an annual calendar of recommended media tactics and costs presented to the City. Research and development of this media plan will take 4 to 6 weeks.

Cost: \$3,000

III. Creative Campaign

Phase I--- Development

Using the messaging and strategic positioning developed in the first project and using the approved media plan as a guide for campaign elements, the Marketer will develop a creative campaign geared towards increasing tourism and overnight stays in Marble Falls. Two to three different campaign directions will be developed and presented to the City. Chosen campaign direction will be further honed. Work on this project will begin following completion and approval of messaging development and take 3 to 4 weeks. Estimate includes 2 rounds of presentations and 3 rounds of revisions.

Cost: \$8,000

Phase II---Creative Execution

The Marketer will provide design, layout, art direction, copywriting, project management and all other in-house Marketer services to complete elements from chosen creative campaign to support the media plan. These elements may include print ads, collateral pieces, online banner ads, website updates for consistency and social media elements. This estimate does not include photography or artwork. Work on this phase will begin once creative direction has been approved and will take 3 to 4 weeks to complete. Estimate includes 2 rounds of presentations and 3 rounds of revisions.

Cost: \$14,000

Please note: We need to leave the creative execution budget as a placeholder for now and will detail an amendment to this agreement with a firm scope of creative elements to be executed once discovery and media plan have been completed.

IV. Promotions/Offer Development

The Marketer will develop ideas for promotions, offers and co-branding initiatives to drive tourism to Marble Falls. These will be presented in two sets to the City: one with the initial Media Plan presentation and a second set, three months following launch of the campaign. Based on 15 hours of Marketer time.

Cost: \$2,000

V. Media Buying

The Marketer will, with the prior approval of the City, negotiate and place media purchases on behalf of the City. The Marketer will receive compensation for media negotiation, placement, purchasing and reconciliation in the form of a 15% Marketer commission generally granted to the advertising agencies by media outlets. The City will be invoiced for gross media costs and the Marketer pays the media outlet for net media costs, which reflect a 15% Marketer discount. In the event that a media outlet does not provide an Marketer commission, the Marketer will add a 15% commission to the negotiated City rate as payment for the Marketer's media buying services. Where appropriate, the Marketer will look for opportunities for the City and Burnet County, Texas to share media costs and maximize their respective budgets.

Cost: \$130,000 in purchased advertising for the City.

VI. Miscellaneous

This budget is reserved for photography, printing of collateral materials, events, travel, miscellaneous hard costs, copies, etc. These miscellaneous costs will be submitted to the City for approval prior to incurring and will be billed as they are incurred.

Cost: \$28,000

Project Totals: \$200,000

EXHIBIT "A" SCOPE OF SERVICES

SERVICES

Door Number 3 will serve as advertising and marketing consultant marketer for the City of Marble Falls, Texas and provide strategic branding, messaging, creative and media services and factics, general marketing consultation and assistance to the City. The goal of these services is to increase tourism to the City and overnight stays.

Given an overall marketing budget of \$145,000 for the period of December 13, 2010 through September 30, 2011 (remainder of the City of Marble Falls, Texas 2011 fiscal year), Door Number 3 recommends breaking out this budget in the following manner to achieve marketing goals.

Project		Percentage of Budget
1.	Media Plan Development	2%
11.	Media Buying	73 %
111.	Creative Campaign Evolution, Fulfillment & Execution	11%
IV.	Production Fees/Photography/Miscellaneous	14 %

The City agrees to pay the Marketer for the following services as outlined below:

I. Media Plan Development

The Marketer will develop a detailed media plan for the remaining 2011 fiscal year to achieve the tourism goals set forth by the City. The Marketer's media department will research a broad variety of media for advertising and make recommendations on best vehicles to use, frequency and budgets, planning with a media budget of approximately 73% of the overall advertising budget (\$145,000), \$106,000. The deliverable is a calendar of recommended media tactics and costs presented to the City. Research and development of this media plan will take 4 to 6 weeks.

Cost: \$3,000

II. Media Buying

The Marketer will, with the prior approval of the City, negotiate and place media purchases on behalf of the City. The Marketer will receive compensation for media negotiation, placement, purchasing and reconciliation in the form of a 15% Marketer commission generally granted to the advertising agencies by media outlets. The City will be invoiced for gross media costs and the Marketer pays the media outlet for net media costs, which reflect a 15% Marketer discount. In the event that a media outlet does not provide an Marketer commission, the Marketer will add the equivalent commission to the negotiated City rate as payment for the Marketer's media buying services.

Cost: \$106,000 in purchased advertising for the City.

- [6

III. Creative Campaign Evolution and Execution

The Marketer will evolve the 2010 launch campaign in order to include new areas of focus for the content, extend the existing creative campaign for greatest results and format, edit and distribute all necessary creative elements necessary to fulfill the 2011 media plan including new and existing creative components. Estimate includes layout, art direction, copywriting, project management, resizing, trafficking and all other in-house Marketer services to support the media plan. In addition to utilizing elements developed in 2010, new creative pieces will be developed and elements may include up to two new print ads, an updated visitor guide design, two new online banner ads, four new eblast templates, and website updates for consistency.

This estimate does not include photography, printing, or website programming. Estimate includes 2 rounds of presentations and 3 rounds of revisions.

Cost: \$16,000

IV. Miscellaneous

This budget is reserved for photography, printing of collateral materials, events, travel, miscellaneous hard costs, copies, etc. These miscellaneous costs will be submitted to the City for approval prior to incurring and will be billed as they are incurred.

Cost: \$20,000

Project Totals: \$145,000

Your Autograph Here

If you accept this cost estimate, please sign here and fax to Suzanne Kyba at 512.391.1926. A prepayment of 50% of agency fees will be billed upon signed return of this agreement and work will commence once prepayment has been received. It is specifically agreed that this cost estimate may change if specifications or scope of work changes, at which point we will provide a revised estimate.

Client Representative Title Company Date

Symbol Representative Title Company Date

Title Company Date







Marble Falls Strategic Messaging

April 12, 2010



Goals and Objectives

Brand awareness

- Boost awareness of Marble Falls as a leading vacation destination
- Motivate and create consensus locally

Action drivers

- Heads in beds
- Drive tourism
- Increase HOT revenue





Brand Positioning

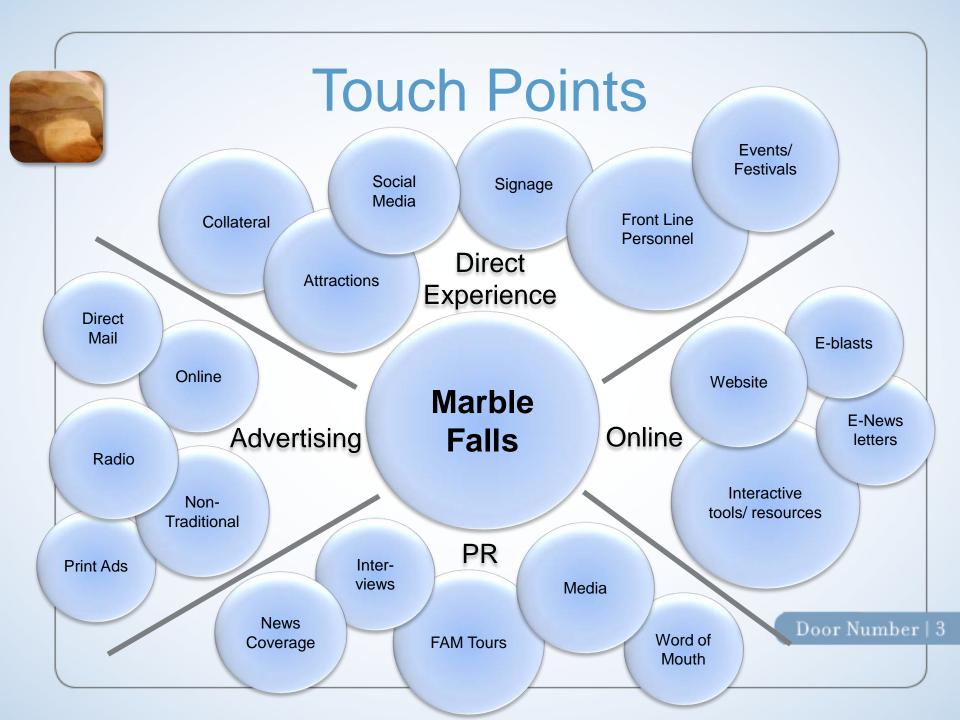
- Consistency internally and externally
- One integrated identity for which all consumer communications will be based
- Embody the core values, driving principals and personality of Marble Falls
- Emotional link between you and your prospective visitor

"A brand that captures your mind gains behavior. A brand that captures your heart gains Door Number | 3 commitment." - Scott Talgo, Brand Strategist



Brand Positioning

- Leisure travel is a particularly emotional category, and speaks to a "want" rather than a "need"
- How does Marble Falls get on the consideration set?
 - Focused point of differentiation
 - Don't try to be all things to all people
 - Avoid "me-too" marketing
 - Uproot any existing negative consumer perceptions
 - Resonate with all Marble Falls tourism-related businesses/events/organizations





MARKETPLACE ANALYSIS

Door Number | 3



Sources and Methodology

- Discussions and workshop with over 30 Marble Falls key stakeholders and city influencers
- Extensive review of industry research and reports related to the Marble Falls regions (see appendix for complete list)
- Design and administration of a survey of 200 leisure travelers within the state of Texas



Cultural Trends

- Time famine: More communication, yet less human interaction than ever before.
- Vacations offer a rare opportunity to take control of their time again, and have those genuine human interactions with those they love.
- Placing greater value on personal expertise
- Insider guides are a mainstay of every travel publication.
- If they can combine these activities with a loved one, they've struck experiential gold.

Door Number |



Cultural Trends

People want to make the most of their precious free moments... they are craving *experiential richness*.







Door Number | 3



The Recession -Year of the Deal

- Although time constraints continue to impact leisure travel, household budget pressures now reign as the primary culprit for travel cutbacks
- Recreation and travel spend has decreased
 - Increase in closer-to-home travel
 - Decrease in vacationer spend has led to many business closures
 - As recession eases, people still wiser with money
- Packages and deals more important than ever



Hill Country Traveler Profile

(Hill Country is defined as Austin-Round Rock MSA Hill Country area)

- Top Texas origin DMAs for Hill Country travel²
 - Dallas
 - Fort Worth
 - San Antonio
 - Austin
 - Corpus Christi





Hill Country Traveler Profile

(Hill Country is defined as Austin-Round Rock MSA Hill Country area)

- Top 10 vacation activities (in order of popularity)²:
 - 1. Sightseeing
 - 2. Visiting area attractions
 - 3. Hunting/Fishing
 - 4. Camping
 - 5. Visiting historical sites
 - 6. Festivals/Fairs
 - 7. Visiting state parks
 - 8. Museum/Art exhibit
 - 9. Concert
 - 10. Golf

(Boating is #11)





Hill Country Traveler Profile

(Hill Country is defined as Austin-Round Rock MSA Hill Country area)

- ► 74% travel by auto²
- Average party size is 2 people²
- 64% live within 250 miles²
- ► Average age is 46²
- 78% are married²
- 55% do not have children in household²
- Average household income is \$86,000²





Texas Traveler Survey

Door Number 3 conducted research among 200 Texas residents who have taken at least one vacation in the past year from the top targeted markets of Dallas, Houston, San Antonio, Austin, Lubbock and Midland/Odessa and who have household incomes of at least \$50K.



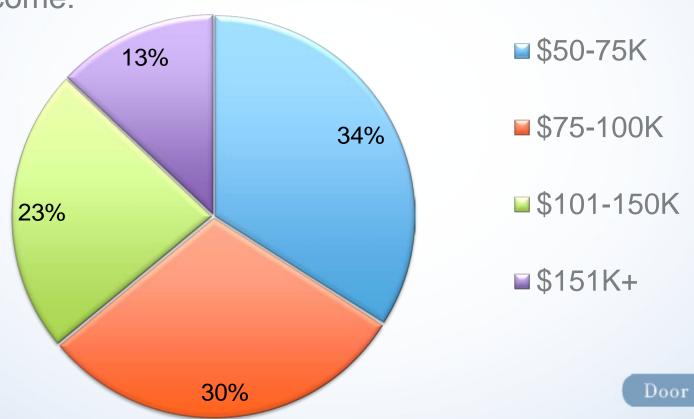
Texas Traveler Survey

- Demographic profile of respondents:
 - 50% M/F
 - 29% have children under 18 living in their house
 - 97% take road trips in a car/van/truck versus motorcycle/RV



Texas Traveler Survey

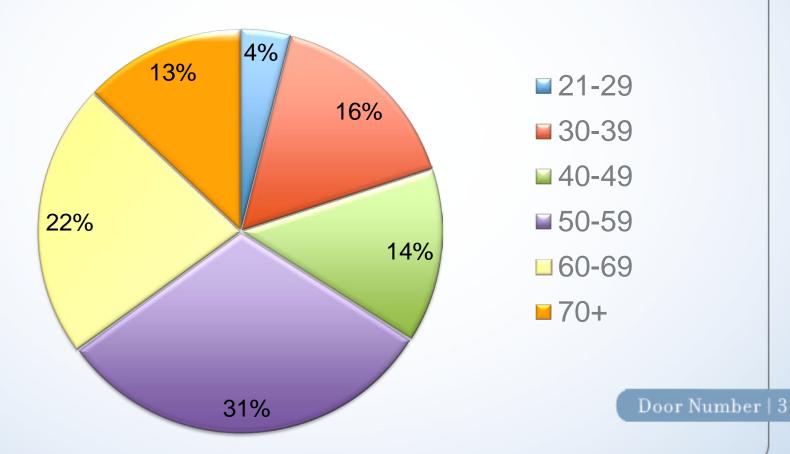
Demographic profile of respondents – Household income:



Door Number | 3

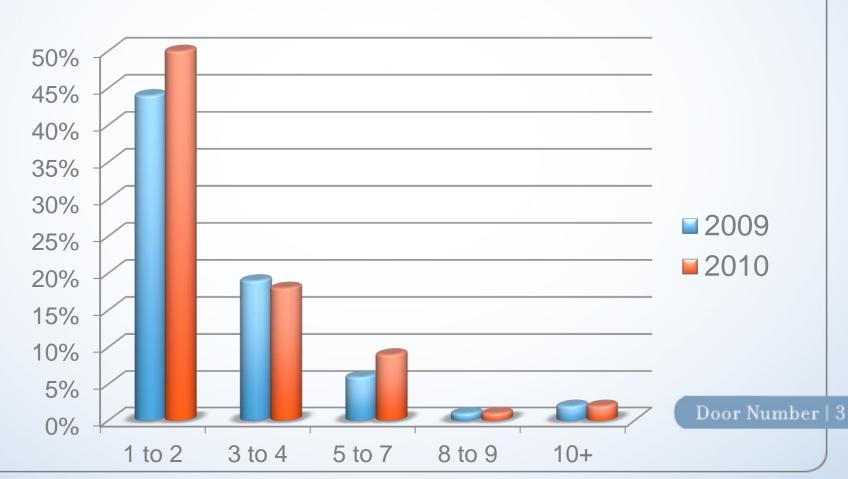


Demographic profile of respondents – Age:



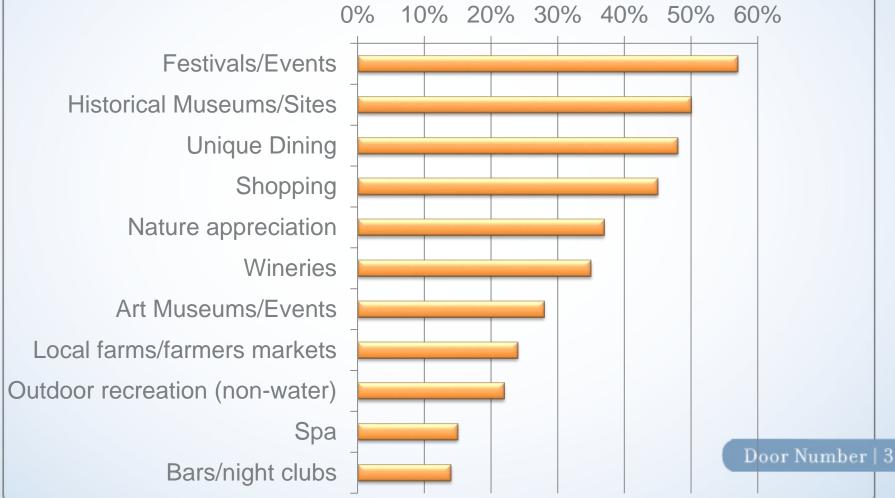


Overnight drive trips in 2009 vs. planned trips in 2010





Top activities for those traveling as a couple





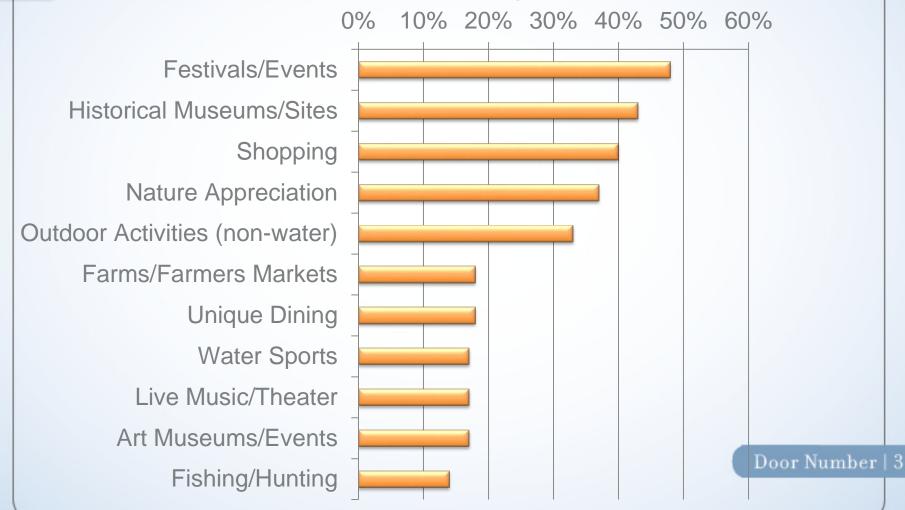
Texas Monthly

- Lifestyle publication reaching over 297,000 subscribers throughout Texas each month
- August: Fall Travel Planner
 - 2/3 pg 4c Run of Book
 - Added value: size upgrade from ½ pg
- October: Discover Texas
 - -1/2 pg 4c



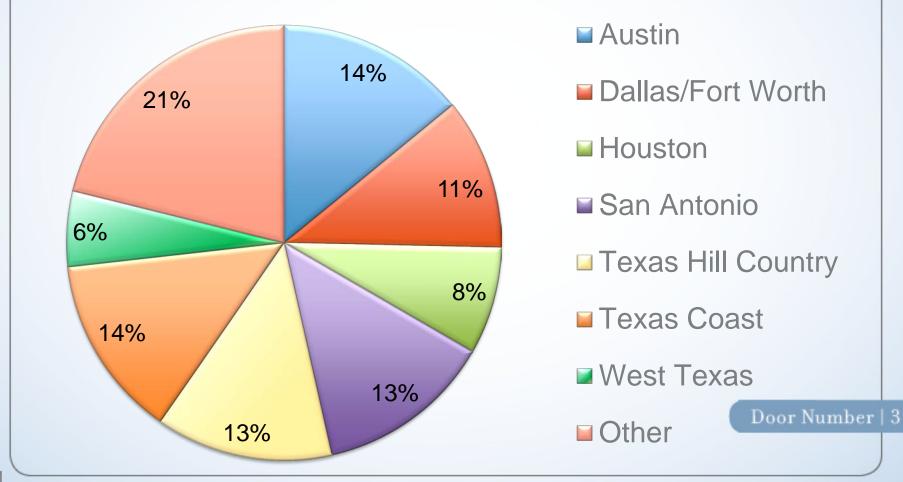


Top activities for those traveling with children





Intended travel destinations for 2010





- Frequent responses for "other" intended drive vacation destinations for 2010:
 - Oklahoma
 - Colorado
 - Louisiana
 - Mississippi
 - New Mexico
 - Florida
 - Missouri
 - Arizona
 - Alabama
 - Galveston/Corpus Christi



- Familiarity with Marble Falls
 - 36% Familiar or Very familiar
 - 22% Somewhat familiar
 - 42% Never heard of
- Likeliness of visiting Marble Falls in 2010
 - 4% Very likely
 - 28% Somewhat likely
 - 68% Not likely



- Most likely to visit in 2010, by age group
 - 40-69
 - 70+
 - 18-39
- By far the #1 reason sited for not visiting was unfamiliarity with the area and its attractions.

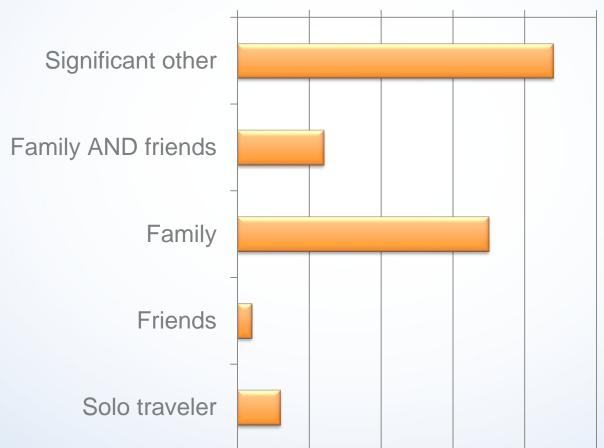


Consumer perception of Marble Falls attributes

0% 10% 20% 30% 40% 50% 60% 70% 80%

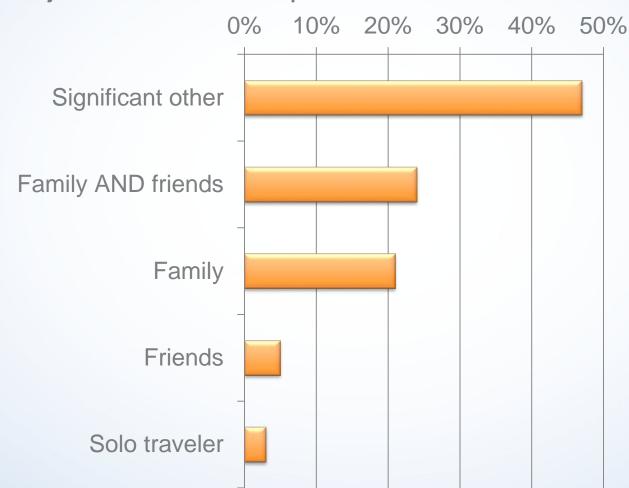


Traveling companions on leisure drive vacations in general 0% 10% 20% 30% 40% 50%





Projected travel companions to Marble Falls:



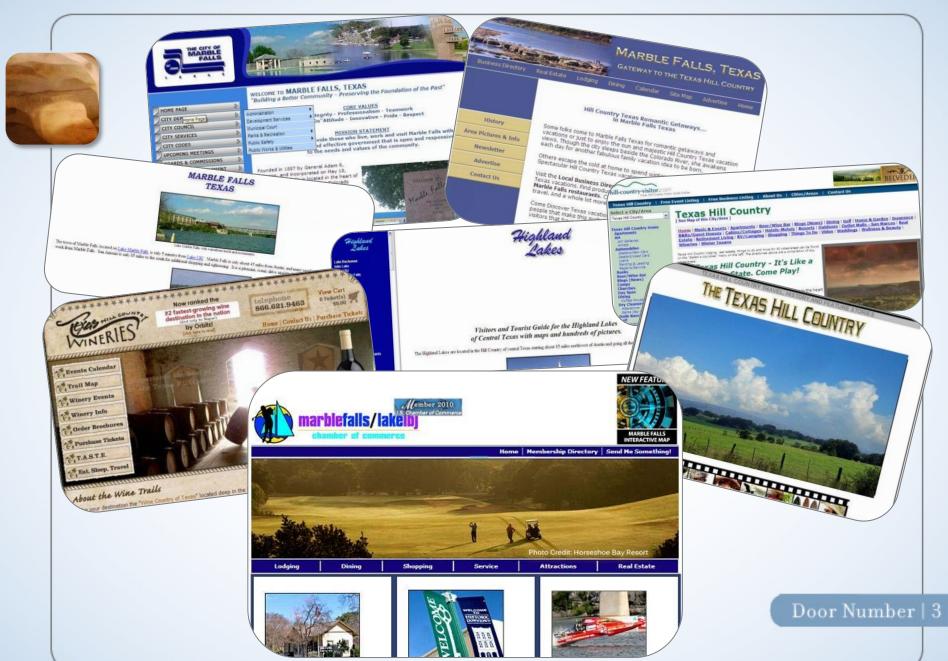


Key Research Insights

- Main hurdle to overcome is lack of familiarity as a vacation destination
 - Just by taking the survey, some respondents expressed interest in learning more
 - Much easier to establish new perceptions than overcome old misperceptions
 - However does require more work to get the word out
- Although Marble Falls is a great family vacation destination, people are very interested in visiting as a couple. Good news for off-season travel.



PERCEPTIONS & MISPERCEPTIONS





Marble Falls – Current Perceptions

- Stakeholders describe Marble Falls as:
 - Active, social
 - Athletic
 - Family-oriented
 - Retired man, retired couple
 - Possibly young couple
 - Traditional, yet contemporary
 - Driving a pickup
 - Driving a high-end SUV
 - An outdoor lover
 - Similar to Willie, Roger
 Staubach, Sandra Bullock
 - Casual, relaxed
- Identity crisis

- Blend of masculine/feminine
- Sometimes stubborn
- Rustic
- Welcoming, friendly
- Slightly more affluent
- Casual
- Self-employed/entrepreneurial
- Small town comforts with big city conveniences
- Artistic
- A music lover
- Active in church



COMMUNICATIONS S.W.O.T. ANALYSIS



Strengths

- Nature/scenic beauty
- Outdoor sports: hiking, biking, golf, fishing, hunting
- Sightseeing: wildflowers, cave exploration, bird-watching
- Lakes/water sports
- Motorcycle groups/car shows
- Festivals and events
- Wineries
- Fine arts
- Small town hospitality
- Local theater
- Centrally located in the Hill Country





Strengths

- Relaxed pace
- Warm, friendly
- Family-oriented
- Safe
- Affordable
- Hill Country was voted one of "31 Places to Go This Summer" by The New York Times in 2008





Weaknesses

- Lack of awareness and familiarity among vacationers
- Lack of internal consensus regarding brand identity
- Activities are spread out, not walking distance
- Lack of a true visitor "anchor" for the city
- Misperception that there's not much to do beyond the lakes
- Few places for people to access lakes, rent boats, etc.
- Short, inconsistent retail/museum hours and business closures
- Lack of awareness/signage for Main St.
- Police ticketing



Opportunities

- Establish a clear, consistent brand identity
- Increase awareness of Marble Falls as a leading vacation destination among new and existing audiences
- Package attractions/activities to showcase areas by interest and simplify the planning process
- Refresh website to increase travel information and simplify planning for visitors
- Promote activities specific to the off-season to support shoulder season stays
- Encourage consistent, enhanced retailer hours
- Anticipated rise in gas prices

Door Number | 3

Support any future development/growth on Main St.



Threats

- Floods, drought
- Continued business closures
- Inner conflict disagreement over approach towards tourism and city growth
- Higher spend by, and better awareness of, competitive cities
- Anticipated rise in gas prices



MARBLE FALLS TARGET AUDIENCE



Primary Target Audience

Active Texans who enjoy overnight drive vacations, scenic beauty, nature exploration and the unique charms of the Texas Hill Country.





Target Audience Segments

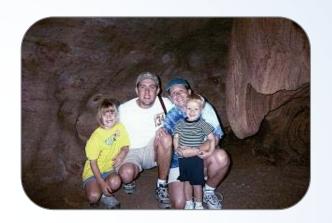
- Active mature couples
 - 45+
 - Couples without kids, empty-nesters or new romances
 - Higher discretionary income
 - More time for recreational travel
 - Off-season/mid-week is easier.
- Top motivations and activities
 - Romantic getaway
 - Scenic beauty, nature
 - Wineries
 - Fine dining
 - Art, music, theater, historical sites, museums
 - Less dependent on lake activities





Target Audience Segments

- Families with children
 - Children live at home
 - Less discretionary income
 - Less recreational time
- Top motivations and activities
 - Family vacations
 - More likely to spend time on-premise at lodging
 - Festivals & events
 - Unique nature experiences that kids can't get at an expensive theme/water park such as fishing, hiking, biking, cave exploration
 - More dependent on lake activities





Key Targeting Insights

- As much of a mindset as a demographic.
- Couples 45+ traveling without children will be lowest hanging fruit.
- This audience wants authenticity. Not artificial thrills or manufactured attractions.
- Consumers don't want to work for their vacation. Once they arrive, they want to work even less.
 - The idea that "if they aren't having fun, they aren't looking hard enough" doesn't work.
- This effort isn't about converting folks into residents. It's about motivating prospective visitors to come, stay, spend money and send their friends.



MARBLE FALLS STRATEGIC POSITIONING



Positioning Considerations

Marble Falls is a place of exploration and wonder in the heart of the Highland Lakes where there's something to discover behind every corner, and a delight for every interest.

- Exploration, wonder and discovery
- Sense of the unexpected
- Nature is a driving force
- Communicate wide array of offerings, from family outings to romance, without feeling disjointed or overwhelming
- Experiential richness in a place so close to home, so affordable.
- Marble Falls is at the heart of the Highland Lakes. Visitors here can access everything the Texas Hill Country has to offer from one charming, central location.



Next Steps

- Creative campaign development and approval
- Media plan development and approval
- Creative production and media placement
- Campaign to roll out beginning in Summer 2010



APPENDIX



Sources

- 1. State of Texas (traveltex) 2008 Texas Travel Facts report
- 2. State of Texas (traveltex) 2008 Visitor Profile report
- 3. TIA E-Travel Consumers How They Plan and Book Leisure Travel Online, 2008
- 4. Destination Analytics survey conducted for Dallas-Fort Worth Area Tourism Council, 2009
- 5. The Traveler's Road to Decision study by Google/OTX, 2009
- 6. VibrantNation.com survey, 2009
- 7. TripAdvisor survey, 2010
- 8. Amadeus Research survey, 2010
- 9. US Travel Association report, Travel Horizons, July 2009

Door Number 3

ADVERTISING • BRANDING • MEDIA

1050 East 11th Street, No. 250 Austin, Texas 78702 O 512 391 1773 F 512 391 1926

www.dn3austin.com







Marble Falls Media Plan

May 7, 2010



Agenda

- 2010 objectives
- Media parameters
- Media strategy
- Media tactics and selection
- 2010 recommended plan flowchart
- Budget recap
- Next steps



Media Objectives

- Increase general awareness and interest in the City of Marble Falls as a tourism destination
- Increase traffic to marblefalls.org
- Increase visitor inquiries to the Chamber
- Generate tourism traffic and increase heads in beds



Media Parameters

Target Audience:

- Active Texans (skewing female) with a mid-high household income, who enjoy overnight drive vacations, scenic beauty, nature exploration and the unique charms of the Texas Hill Country
- Primary demographic: Couples Adults 45 and up
- Secondary demographic: Families Adults 30-45 with school-aged children



Media Parameters

- Geographic Target:
 - Dallas, Houston, San Antonio, Austin, Lubbock and Midland/Odessa and who have household incomes of at least \$50K



Media Parameters

- Budget Parameters: \$130,000
 - Media budget to be allocated \$105,000
 - Additional \$25,000 held aside as contingency fund for web facelift, and strategic opportunities which arise throughout the campaign timeframe
- Summer 2010 March 2011



Media Strategy

- Promote Marble Falls within efficient media outlets reaching our target audience within the key geography and among relevant content
- Build upon successful efforts from prior years
- Increase impact of placements with competitive sizing
- Maximize online exposure
 - Drive traffic to the website and build database of interested travelers
 - Utilize internal e mail newsletter to reconnect with new leads



Media Tactics & Selection

Print

- Magazines
 - Targeted readership
 - Special travel sections & content
 - High quality creative reproduction
 - Recommend increasing ad sizes to fully showcase
 Marble Falls new brand, generate interest and compete with alternative destinations
- Newspaper Inserts
 - Longer shelf life supplements driving tourism from major feeder markets

Door Number | 3



101 Fun Things to do in the **Highland Lakes**

- Seasonal visitor's guide to the Highland Lakes
- Distributed in over 500 locations
 - Fall circ: 50,000, Spring circ: 70,000
- Also available via .pdf online
 - www.thepicayunetv.com
- 1/2 pg 4c





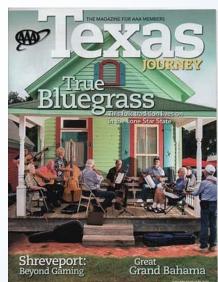
AAA Texas Journey

Texas Journey magazine is published six times per year and features travel, automotive and lifestyle editorial and is distributed to over

833,000 AAA Texas Members

Sept/Oct editorial: Mesquite woodworkers, Fredericksburg

- −½ pg 4c Run of Book
- January/February editorial: TBD
 - 1/3 pg 4c Special Travel Section





Austin Monthly

- Monthly lifestyle publication serving the Austin Market covering local interest, dining, entertainment and travel editorial, with a circulation over 33,000
- Publish a quarterly Travel Planner within the book
 - ½ pg 4c in Travel Planner Section
 - August, November, February





Texas Highways

- "The Official Travel Magazine of Texas" published by TxDOT is distributed to over 203,000 subscribers throughout Texas each month
- Strong PR partner
- ½ pg 4c, stands out in the publication
 - September, November, February
 - December issue covers Walkway of Lights via editorial, thereby extending coverage of Marble Falls across 4 months

Texas Hill Country Magazine

Regional quarterly publication for the Texas Hill Country with 20,000 copies distributed via major retailers in Texas (HEB, Barnes & Noble, Austin-

Bergstrom Airport, etc.)

Fall & Winter issues

► 1/3 pg ensures only ad on the page

Added value: presence on www.hillcountrymagazine.com





Southern Living: Southwest

Lifestyle publication with an annual "Travel Texas" special section which highlights the best of the Lone Star State, with increased editorial

- Southwest circulation 630,000
 - (TX, OK, AR, LA, MO)
- Past success with high circulation, low rate,
 high profile publication in highly efficient
 but small space travel directory
 - 2-1/4" x 4" 4c ad





Madden Media Fall Travel Insert

- 1,275,000 total circulation via inserts in 13 major daily publications throughout Texas including Houston Chronicle, Dallas Morning News, Midland Reporter Telegram, etc.
- Fall issue (September 12): ½ pg 4c
- Spring Issue 2011 (April 2011): ¼ pg 4c
 - Purchase now for combined rates
 - Pay with 2011 funds
- Added value:
 - Listings & hyperlinks on vacationfun.com for
 4 months including 2 eblasts



Austin American Statesman: Get Outta Town

- The Austin American Statesman is the major daily newspaper in the market
- Daily circulation of 173,500
- Get Outta Town Travel Central Texas special travel supplement published bi-annually distributed via newspaper
- ½ pg 4c ad with ½ pg added value editorial
 - Fall 2010
 - Spring 2011



Dallas Morning News

- The Dallas Morning News is the major daily newspaper in the market
- ► 390,520 Sunday Circulation
- Special Sunday Travel Supplements
 - Texas & Neighbors editorial highlights regional travel inside TX and its neighboring states
 - 3c x5" 4c ad



Texas Traveler Mini Magazine

- Published quarterly by the San Antonio Express News, the major daily newspaper serving San Antonio
- Glossy magazine
 - $-\frac{1}{2}$ pg 4c
 - Fall 2010
 - Winter 2010
 - Spring 2011
 - Section will be live online at <u>www.MySA.com</u> for 90 days



Media Tactics & Selection

- Online
 - Cost efficient medium
 - Leading resource for travel planning
 - Provides one click away advertising
 - Maintain presence with partners who have shown success and similar outlets
 - Texas Tourism portals, Texas content sites, e-blasts



Dallasnews.com

- Online site of the Dallas Morning News, providing up to date news, weather, entertainment, and lifestyle content for the Dallas market
- Provides frequency in relevant content targeting a major feeder market for overnight stays
 - 728 x 90 and 300 x 250 units content targeted to Travel/News/Lifestyle pages
 - Approximately 150,000 impressions per month
 - October/November
 - March



Chron.com

- Online site of the Houston Chronicle, providing up to date news, weather, entertainment, and lifestyle content for the Houston market
- Provides frequency in relevant content targeting a major feeder market for overnight stays
 - 728 x 90 and 300 x 250 units combined placements ROS and content targeted to Travel
 - Approximately 150,000 impressions per month
 - October/November
 - March



TourTexas.com

- Official destination website for the Texas Travel Industry Association with average of 764,000 page views per month
- Strong lead generator in past, current sponsorship is live through December 2010
- Recommend continuation in 2011 of Silver sponsorship
 - Includes Silver plan Feb 1 Jan 31 and additional .pdf brochure
- October online banners
- TourTexas.com stand alone e newsletter
 - Exclusive content delivered to qualified lead generating list under trusted partner name
 - Recommend one email to 50,000 in September and one email to 50,000 in March



Travelling Texan eNewsletter

- Traveling Texan is a single advertiser sponsored e mail sent to 25,000 recipients weekly who have opted in via Texas Monthly
 - Limited to 1x per week
 - Sold on first contract basis
- Recommend 2x (dates subject to change)
 - August 9
 - October 25



Select Media Considered but Not Recommended

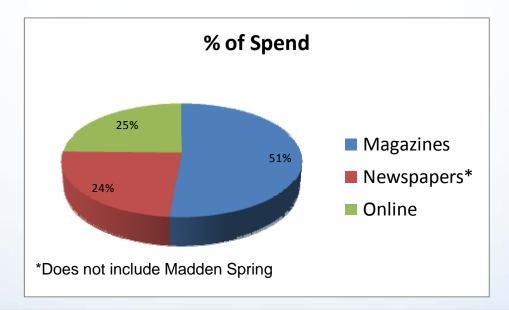
- Online ad networks with travel targeting
 - Vendor minimums can be substantial, recommend refining online more locally prior to using a network
- Paid Search/Google Adwords
 - Should budgets allow, a strategic and competitive approach to paid search would be a strong addition to the program
 - Funds are currently better spent reaching a broad audience with compelling creative, exposing a larger audience to the new brand
- Publication or partners used in prior years
 - With limited funds, a wide geography, and new brand image, we recommend focusing funds on media outlets most likely to drive overnight stays and increased awareness of the area rather than local media

Door Number | 3



Budget Recap

Budget	\$130,000
Total Gross Media Cost	\$117,353
Total Contingency Fund	\$25,000
Less 2011 Cost for Madden Media Spring	-\$11,387
Total Gross Media Cost 2010	\$130,966
Variance	-\$966



Door Number | 3

Door Number 3

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www.dn3austin.com











In the middle of everywhere.



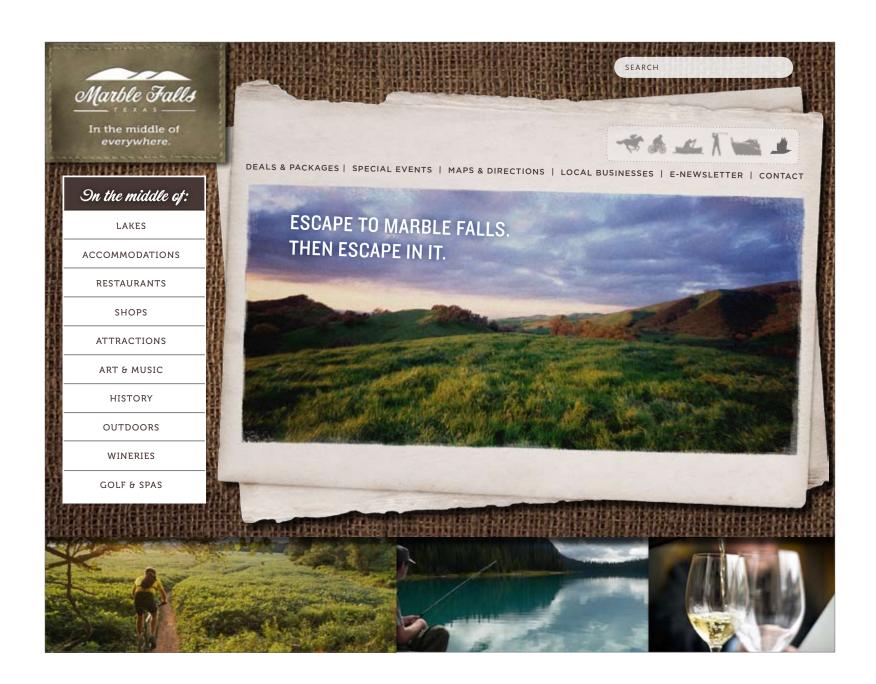


















Door Number | 3

ADVERTISING • BRANDING • MEDIA









2015 Marketing Plan High-Level Ideas

September 17, 2014

Door Number 3

ADVERTISING · BRANDING · MEDIA



- Goals
 - Increase HOT year-over-year
 - Set targets
 - Increase Sunday through Thursday stays
 - Increase website traffic
 - Drive small businesses to have multi-day meetings in Marble Falls
 - Increase shoulder season stays



High-Level 2015 Ideas

- Decrease print spend due to inability to target specific users
- Increase spend in online media
- Implement advanced targeting techniques
- Create custom audience
- Remove all advertising focused on Austin







Door Number | 3

Changing Media Consumption

Share of Time Spent per Day with Major Media by US Adults, 2010-2014

% of total

or total					
	2010	2011	2012	2013	2014
Digital	29.6%	33.8%	38.5%	43,4%	47.1%
Mobile (nonvoice)	3 7%	7.1%	13.4%	19 2%	23 3%
-Online*	22.0%	22.6%	20.7%	19.2%	18.0%
—Other	3 9%	4.1%	4.3%	5 0%	5 9%
τv	40.9%	40.4%	39.2%	37.5%	36.5%
Radio	14.9%	13.9%	13.0%	11.9%	10.9%
Print**	7.7%	6.5%	5.4%	4.4%	3.5%
-Magazines	4 6%	3.8%	3.1%	2 5%	1 9%
-Newspapers	3.1%	2.7%	2.3%	1.9%	1.6%
Other	7.0%	5.5%	4.0%	2.8%	1.9%
Total (hrs:mins)	10:46	11:18	11:49	12:03	12:14

Note: ages 18+, time spent with each medium includes all time spent with that medium, regardless of multitasking, for example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online, numbers may not add up to 100% due to rounding, "includes all internet activities on desktop and laptop computers; "offline reading only

Source eMarketer, April 2014

1915 www.eMarketer.com

Average 1	Time Spent	per Day	with	Major	Media by
US Adults	s, 2010-2014	1			_

hrs:mins

	2010	2011	2012	2013	2014
Digital	3:11	3:49	4:33	5:14	5:46
-Mobile (nonvoice)	0:24	0:48	1:35	2 19	2 5 1
Online*	2:22	2:33	2.27	2.19	2.12
—Other	0:25	0:28	0.31	0 36	0 43
TV	4:24	4:34	4:38	4:31	4:28
Radio	1:36	1:34	1:32	1:26	1:20
Print**	0:50	0:44	0:38	0:32	0:26
-Newspapers	0:30	0:26	0.22	0:18	0:14
Magazines	0.20	0.18	0 16	0 14	0.12
Other	0:45	0:37	0:28	0:20	0:14
Total	10.46	11:18	11:49	12:03	12:14

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online; "includes all internet activities on desktop and laptop computers; " offline reading only source: eMarketer, April 2014

171913 www.eMarketer.com

- Time spent with digital media among US adults surpassed time with TV for the first time in 2013
- Currently US adults are spending almost 6 hours a day online and with their mobile phone (non-voice)



Year-Over-Year Results

MarbleFalls.org	10/1/2011-5/31/2012	10/1/2012-5/31/2013	10/1/13-5/31/14	2012 vs. 2013	2013 vs. 2014
Visits	117,454	172,752	200,566	47%	16%
New Users	90,043	131,127	151,681	46%	16%
% New Visits	76.66%	75.90%	75.63%	-1%	0%
Pageviews	731,059	549,888	557,573	-25%	1%
Pages/Visit	3.69	3.18	2.78	-14%	-13%
Avg. Visit Duration	0:04:13	0:03:43	0:02:55	-12%	-22%
Bounce Rate	32.38%	37.78%	47.53%	17%	26%

- 46% increase in website traffic from 2012 fiscal year to 2013 fiscal year
 - 2013 focus was to shift spend from print to online
- ► 16% increase in website traffic from 2013 fiscal year to 2014 fiscal year
 - 2014 focus was shifted back to print from online



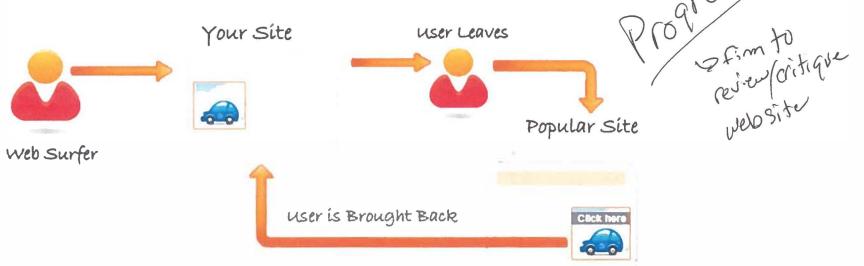




Advanced Targeting



Implement Retargeting



- Decrease print spend due to inability to target specific users
- Increase spend in online media
- Implement advanced targeting techniques
- Remove all advertising focused on Austin



Search Retargeting



best texas wine vacation spots



Web Shopping Images Maps News More ▼ Search tools

About 1,250,000 results (0,53 seconds)

Texas Best Getaways - LivingSocial.com

Ad www.livingsocial.com/Escape-Texas •

Visit Texas with LivingSocial! Escape Deals up to 70% Off Today

" a great website for local deals " - TopTenReviews

LivingSocial has 1,844 followers on Google+

Hye Texas Wine Tours - Taste and tour Texas Hill Country

Ad www.hyetexaswinetours.com/ *

Enjoy wine, nightlife and more!

Eat Sleep Travel | Texas Hill Country Wineries

texaswinetrail.com/about/texas-hill-country .

The perfect starting point for your Hill Country vacation, offering 6 cabins "Best Reviewed B&B in Texas..... The Back Forty is the perfect spot for a home base from which you can explore the Hill Country or visit the many wineries in the area.

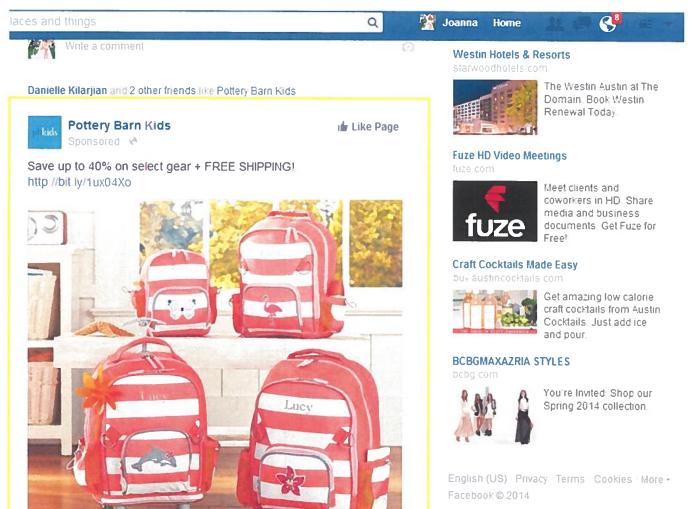
The Hill Country Travel Guide - Expert Picks for your Hill ...

www.fodors.com > Destinations > USA > Texas ▼ Fodor's

Plan Your The Hill Country Vacation. You can't go many places in Texas without seeing or hearing the phrase "Texas is a State of Mind." If Texas ... The Hill Country is an extension of the great eating opportunities—the amazing Tex-Mex and ...



Facebook Retargeting



Like Comment Share 163 7 7 33







Custom Audience Creation



2015 Target Audience

- Target Audience
 - Adults 50+
 - Household Income \$100k+
 - Retired
 - Enjoy overnight drive vacations
 - Adults 30-54 with kids
 - Active families that enjoy overnight drive vacations
 - ► Household Income \$75k+
 - Businesses (financial, insurance, real estate, etc.) with up to 250 employees and in a 150 mile radius or Marble Falls
 - Geo-targeting
 - Area 90 to 275 miles surrounding Marble Falls
 - Behaviors
 - Wine enthusiasts
 - Fishing
 - Eco tourists
 - Active, outdoors' lovers

Door Number | 3

How to create a custom audience

2. Based on your existing consumers, we create a custom audience using real-time online search and behavior data to identify new consumers.

We measure millions of your consumers' behaviors, such as:

Visited websites

Website topic/category

Keywords searched

Context: geo, time of day, OS/browser

 Identify your existing consumers through insights found by tagging key consumption pages.

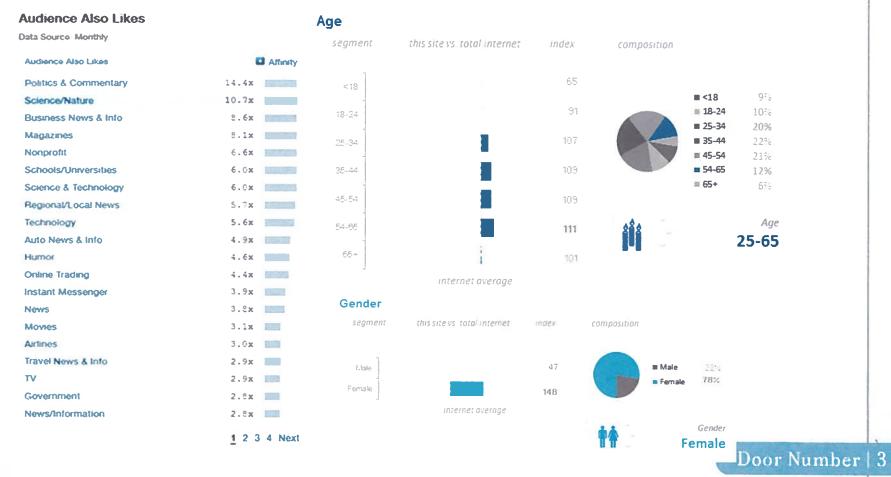


3. Connect with new and current consumers to drive incremental sales online.





Audience Insights



Discussion/Next Steps

Thank you

May 2017

H.O.T. Sub-Committee

City of Marble Falls

Marble Falls City Marketing Strategy

Purpose:

Create a tool or tools to be utilized by Marble Falls City Council, City Staff, H.O.T. Commission, Marble Falls Economic Development Corporation, Chamber of Commerce (as it relates to Marble Falls specifically), as a means to analyze the marketing efforts and expenditures of the City of Marble Falls through H.O.T. funds.

Use the City's Assets

- 1. Identify the Assets of the City
 - a. How does Marble Falls differentiate from other "competing" cities?
 - b. Does the marketing plan identify and emphasize the assets of the city?
- 2. Identify the revenue opportunities of the City
 - a. Does the City offer differentiating revenue opportunities from other "competing" cities?
 - b. Does the marketing plan emphasize maximum revenue opportunities for the city?

Benchmarks

- 1. Identify foundational and <u>quantifiable</u> benchmarks enabling a tracking method for revenues and known revenue streams. Examples
 - a. Sales tax
 - b. Hotel Occupancy Rates
 - c. Hotel Revenue Rates ADR
 - d. Hotel Revenue Per Stay RVPAR
 - e. City Events
 - f. Off-Season Activities
- 2. Identify <u>non-quantifiable</u> benchmarks creating a systematic method for tracking increases and decreases. Examples
 - a. Traffic Flow
 - b. Visitor Counts (Museum, Events, Restaurants, Wine Tours....)
 - c. Related Development/Permit Activity (Hotels, Restaurants, Wineries....)
 - d. Website Visits and Time Rates

Expectation Points

Create a series or list of expected activities, visuals and tracking information from proposed marketing candidate/company.

Examples:

Source IP Address

Digital traffic referral

Differentiate between first time visitors v. repeat

Target visitor demographic mix

Metrix MF v. Similar Communities

Night-Life Availability

Creation of Marketing Content

Marble Falls Specific Content (positive)

Marble Falls Hotel Specific Content

Geographic Scope of Marketing Reach

Integrity of the Marketing Content/Firm (non-compete)

Branding (relevant,

Convention and Visito	ors Bureau	2014-2015	2015-2016	2016-2017	Proposed 2017-2018
		BUDGET	BUDGET	BUDGET	BUDGET
REVENUES	Transfer from COMF Hotel/Motel	318,150	317,150	330,060	368,262
TOTAL REVENUES		318,150	317,150	330,060	368,262
EXPENDITURES					
PERSONNEL SERVICES	Salaries				67,961
	Part-time Personel				2,080
	Payroll Taxes				7,452
	Longevity Pay				1,100
	Health Insurance				6,576
	Retirement				3,398
	Cell Phone				900
	Auto Expense/Milege				1,500
TOTAL PERSONNEL					90,967
<u>SUPPLIES</u>					
	Postage				1,721
	Texas Travel Literature (maps, guides, wildflowers)				3,792
	Merchandise - Visitor Center				250
	Brochurs/Visitor Guides/Bags				7,000
	Equipment Rental (Copy Machine)				1,440
	Equipment & Supplies - C of C (25%)				2,205
TOTAL SUPPLIES					16,408
MAINTENANCE					
	Building Maintenance - Visitor Center				12,150
	Utilities - Visitor Center				10,920
	Utilities - C of C (25%)				1,100
	Telephone and Internet - Visitor Center				2,016
	Telephone and Internet - C of C (25%)				1,123
TOTAL MAINTENANCE					27,309
<u>SERVICES</u>					
	Direct Booking (Marblefalls.org - Jack Rabbit)				3,500
	Accounting - Tourism Related				10,000
	Event Coordination - Tourism Related				9,000
	Tourism Advertising - DN3 (Digital and Creative)				100,000
	Tourism Advertising - Collective				98,456
TOTAL SERVICES	Tourism - CVB Website (50% of total)			0	2,472 223,428
				· ·	,
<u>OTHER</u>	Business Expenses				200
	Travel and Tradeshows				3,000
	Professional Development				1,000
	Dues (Texas Travel Industry Association, Texas Hotel & Lo	ndging Associat	tion Texas Ass	ociations of Co	5,650
	Volunteer Expense		,		300
TOTAL OTHER				0	10,150
TOTAL EXPENDITURES				0	368,262
					-